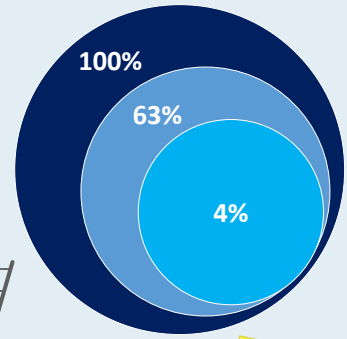




North America \$452.4 bn +10.1%  
 Latin America \$33.2 bn +21.5%  
 Europe \$482.3 bn +17.1%  
 MENA \$14.7 bn +32.7%  
 Asia-Pacific \$567.3 bn +45.6%  
 Total B2C Ecommerce 2013 of goods & services

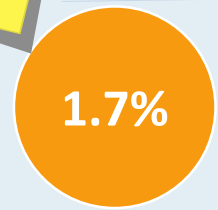


**442 million** people live in MENA  
**188 million** people use the Internet  
**20 million** people are e-shoppers

**\$ 14bn** Turnover E-commerce Goods & Services



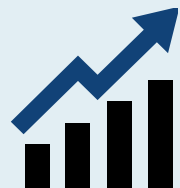
Average spending per e-shopper



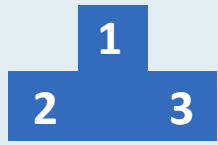
Estimated share of online goods in total retail of goods

Estimated 72% of active Internet users are on social media

**MENA**  
**\$ 14.7bn 32.6%**



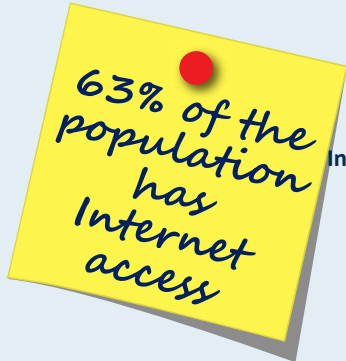
**eGDP**  
**0.46%**  
 Total GDP \$ 2,437 bn



Ranking World in turnover (USD million)

1		UAE	\$ 6,300
2		Israel	\$ 2,298
3		Saudi Arabia	\$ 1,699
4		Egypt	\$ 1,328
5		Qatar	\$ 1,050
6		Kuwait	\$ 849
7		Jordan	\$ 830

National e-commerce Associations:



In cooperation with:



Powered by:

